We Can! Brand Guidelines

1. Introduction to the *We Can!* Brand— *We Can!* (**W**ays to **E**nhance **C**hildren's **A**ctivity & **N**utrition) is a national public education outreach program charged with helping youth ages 8–13 maintain a healthy weight through activities and programs that encourage improved nutritional choices, increased physical activity, and reduced screen time. *We Can!* is unique among existing youth obesity-prevention initiatives in its focus on programs and activities for parents and families as a primary group for influencing youth audiences. Audiences will be reached through community outreach, national media and messages, and partnership development. The program has been developed by the National Institutes of Health's (NIH) National Heart, Lung, and Blood Institute (NHLBI), in collaboration with the National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK), National Institute of Child Health and Human Development (NICHD), and National Cancer Institute (NCI).

We Can! is an overarching and all-encompassing brand for addressing childhood overweight and uses upbeat, encouraging, positive, "do-able," informative, and reassuring tones to convey its message. The overall goal is to show parents, through easy-to-use materials, that they **can** influence their children by supporting and enabling good nutrition, physical activity, and reducing sedentary time behaviors, and ultimately create a home environment conducive to supporting a healthy weight for their children.

These brand guidelines are for *We Can!* Intensive and General Community Sites, national and local partners, and other groups supporting and promoting the NIH *We Can!* program. The guidelines address the use of the *We Can!* branded logo, color palette, URL (http://wecan.nhlbi.nih.gov), and the toll-free number (1-866-35-WECAN).

Intended Use of the *We Can!* Brand
We encourage you to use the *We Can!* brand in banners, publications, posters, promotional materials, and give-aways that promote *We Can!* programming in your community and among your constituency. To maintain the integrity of the *We Can!* message tone and meaning, the logo can only be used with programs, events, and information whose goals are consistent with the objectives of NIH's *We Can!* program. The logo also can be used in conjunction with other organizations' logos if the organization's mission is consistent with the intent of *We Can!*

Appropriate Use of the *We Can!* Brand
The *We Can!* logo, URL, and the toll-free number (1-866-35-WECAN) can be placed on
- Promotional materials advertising *We Can!* youth and adult programs
- Handouts printed for programs
- Banners promoting community and partner events that embody the *We Can!* objectives of promoting heart healthy nutrition behaviors, increasing physical activity and decreasing screen time
- Give-aways created for distribution at events listed above

Inappropriate Use of the *We Can!* Brand*

- *We Can!* is not an "anti" campaign and should not be used on materials that speak negatively about unhealthy or physically inactive behaviors or that discuss tobacco cessation or alcohol use topics.
- Under no circumstances should *We Can!* be associated with unhealthy behaviors or products, such as alcohol consumption, tobacco use, or firearms, or related companies.

2. Brand Colors—Below is the color family for the *We Can!* brand. These two colors should be used and integrated whenever possible. PMS numbers have been provided. When these color choices are not available, ask your vendor or printer to provide the best possible match.

Blue:
- PMS# 300
- RGB #s for color selection in Microsoft programs:

    Red: 0
    Green: 120
    Blue: 193

Orange:
- PMS# 021
- RGB #s for color selection in Microsoft programs:

    Red: 245
    Green: 142
    Blue: 30

3. Logo Format—The *We Can!* logo must always be used without distorting or altering the shape, proportions, letters, or colors.

Please conform to the design formats listed below:

Print Format: When using the logo in print and Web documents, both the three people and the tagline (**W**ays to **E**nhance **C**hildren's **A**ctivity & **N**utrition) must be included. The logo must be **at least** 1.5 inches in width (0.71 inch in height). The smallest possible dimensions are seen below.

Promotional Material Format: For promotional materials (e.g., advocacy bracelets, pens, stress balls, etc.), you may use either the full logo or just the program name, as seen below. This version of the logo is saved as "Logo_promo" on the CD-ROM. The logo must be **at least** 1 inch in width (0.25 inch in height), as seen below.

4. **Logo Colors—**There is one color version of the logo: bright blue (PMS# 300) and bright orange (PMS# 021), as seen above. Alternatives to the colored logos are the following versions:

a. **Black—**This logo is best for one-color print jobs or when printing on a black-and-white laser printer or with a lighter solid color background such as cyan or light green. A black logo file is provided on the CD-ROM and on the program Web site at http://wecan.nhlbi.nih.gov.

b. **White—**Either of these logos will look good on a solid background like black or dark colors.

5. Logo File Formats—

EPS: For professional and high-end printing, use the high-resolution logo (eps version).

JPG: Low-resolution files (jpgs) are acceptable for electronic materials, such as Web pages, PowerPoint presentations, or Word documents.

All versions and formats of the logo are provided on the CD-ROM and on the program Web site at http://wecan.nhlbi.nih.gov.

6. Name Usage—

When using the *We Can!* name in text, please follow these guidelines:

- Correct usage of program name and tagline *We Can!* (**W**ays to **E**nhance **C**hildren's **A**ctivity & **N**utrition)

- *We Can!* (Two words, uppercase "W" and uppercase "C" only, exclamation point and in boldface and italicized type). Example: The goal of promotion is to get people talking about *We Can!* and eager to take part in it.

- When *We Can!* requires punctuation after the logo (e.g., when a comma, quotation mark, colon, semicolon, or period is grammatically required after the program name's exclamation point), the *We Can!* exclamation point prevails as the ending punctuation and other punctuation marks are not used. Example: These messages are meant to help students connect to *We Can!* and they are supported by parents involved in *We Can!*

- When *We Can!* is in a sentence or heading that is italicized, do not italicize *We Can!* Example: *List of* **We Can!** *Activities*.

- When *We Can!* is in a sentence or heading that is boldface, do not bold *We Can!* Example: **List of** *We Can!* **Activities**.